

National Cannery Association

WASHINGTON, D. C.

Information
Letter



For N. C. A.
Members

Membership Letter No. 48.

January 19, 1924.

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Presidents' Ball Will Be Entirely Informal.
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The Presidents Will All Be There, but the Presidents'
Ball Will Be Entirely Informal.

In addition to Messrs. Anderson, Engelhart, and Whiteman, presidents of the National Cannery Association, the Canning Machinery and Supplies Association, and the National Food Brokers Association, respectively, the past presidents of the three associations have been invited to attend as honorary guests at the Presidents' Ball, the concluding feature of the Buffalo Convention Friday night, January 25. For the National Cannery Association, invitations have gone forward to the following:

George G. Bailey, Syracuse, New York; Charles S. Crary, Streater, Illinois; Lon A. Sears, Chillicothe, Ohio; William R. Roach, Grand Rapids, Michigan; Bert M. Fernald, West Poland, Maine; George N. Numsen, Baltimore, Maryland; Richard Dickinson, Eureka, Illinois; Henry Burden, Cazenovia, New York; Frank Gerber, Fremont, Michigan; Walter J. Sears, Chillicothe, Ohio; Harry P. Strasbaugh, Aberdeen, Maryland, and James Moore, Rochester, New York.

The Presidents' Ball, although something entirely new, promises to be one of the high lights of the Convention. It will be strictly informal as to dress, and everyone is invited to attend.

Canned Foods Menus for a Week.

A new booklet has been gotten out by the National Cannery Association, entitled, "Canned Foods Menus for a Week, Suggestions for the Busy Housewife". About ten thousand of these will be distributed at Buffalo, in connection with the Canned Foods Exhibit.

Maine Cannery Favor N. C. A. Warehouse Plan.

The latest organization to favor the N. C. A. warehouse plan is the Maine Cannery Association. A mail vote was taken, and all but three voted in favor of the plan.

Here is an Actual Case of How the Warehouse Plan Works.

As an illustration of how the proposed zone warehouse plan will materially assist the canner, we are able to cite the following, based upon a letter from a N. C. A. member:

A western canner sold through "A" last spring, to "B", in a southern city, some No. 10 water fruit. The buyer reported several dozen swells. The canner instructed "A" to secure, if possible, a salvage, knowing that the goods were not actual swells. "A" began working on it, and got "C" a manufacturing concern, interested to the extent that these puffs were delivered to them for utilization, and while in their possession, the State Board of Health quarantined the entire lot. "A" wired advising of this quarantine, and asking that prompt wire be sent to him, instructing whether he should allow the goods to be commandeered and taken to the dump.

The canner advised "A" of his experience in the matter of puffs sent to the National Cannery Association for examination by the Bureau of Chemistry, and asked that he confer with the food authorities, request them to examine the goods, and explain that the swells were hydrogen springers, and that they could definitely assure themselves by examination that the contents were sound.

The State Board of Health commandeered a dozen cans, for which they paid, and after their examination decided to allow the canner to sell the shipment, provided the goods would be used immediately.

The salvage which the canner will receive is approximately, half the claim.

National Wholesale Grocers Chairman, and Chicago Rotary Club, Urge Canned Foods Week Cooperation.

In a strong letter, Leslie Lieber, Canned Foods Week Chairman for the National Wholesale Grocers Association, outlines a vigorous and definite plan of action for wholesale grocers throughout the country. Mr. Lieber wrote, in part, as follows:

"Various factors in connection with National Canned Foods Week, the National Cannery Association, National Food Brokers Association, National Association of Retail Grocers, and Wholesale Grocers Associations, have been actively engaged in making plans for the success of National Canned Foods Week. The purpose of this letter is to give you the best suggestions available gathered from experience in the last campaign, and to also advise you of the Brokers Chairman in your market, and to ask your hearty cooperation in organizing with

other factors for the success of the campaign. The success of National Canned Foods Week must depend entirely upon the local leaders and therefore, it would be wise to begin your organization immediately, and be prepared by the time Canned Foods Week comes around to avail yourself to the fullest extent of the National advertising."

Mr. Sam Coreline, of the Chicago Rotary Club, has sent a letter to 1,350 rotary clubs throughout the country, which reads, in part, as follows:

"My club -- The Rotary Club of Chicago, 'Old No. One' is planning a Canned Foods Luncheon for Tuesday, March 4th. Every item on the luncheon menu will not only be Canned Foods, but it will be the best of its kind and packed by a Rotarian, wherever he may belong -- to your club or some other. This is easy to do, as the best canners in the country are Rotarians. There will be a menu card in the shape of a can. Special favors in keeping with the occasion will be at each Rotarian's place. The entertainment feature will be a snappy talk on canned foods by the Vice President of the National Canners Association, Rotarian Royal F. Clark.

"Why not feature 'National Canned Foods Week' at your Club luncheon? Here is an opportunity to show Rotary's place in one of the most vital industries of our country and in a novel way. Let's prove that Rotarian canners are 'Serving best' by packing wonderful products for the world's dinner table.

"Please hand this letter to one of your members whose classification is canned foods, food broker, wholesale or retail grocery, or any other classification interested in Canned Foods Week, March 1st to 8th. The National Canners Association and allied industries are making a big drive to popularize canned foods. This is your opportunity to serve your industry.

"I will be glad to send a copy of our proposed menu, if you wish. In the meantime, hand this to your local member who handles canned foods and let him go to it."

Can You Contribute To History of Canning Industry.

It is desired that a complete history of the canning industry be prepared at some time and there are doubtless many records in the hands of canners, distributors, and brokers, which would be quite helpful in that regard.

For instance, the National Canners Association has recently had tendered it bound volumes of the trade papers from 1900. If there is any other data of this kind that the owners would be willing to send to us, it would be very helpful, not only at present, but in the future, if the history of the canning industry is written, or in any case, would certainly form the nucleus of a very fine library.

Mrs. Frederick Tells How to Buy Canned Foods.

Mrs. Christine Frederick, the noted newspaper syndicate writer on home economics, says, in the Seattle Post Intelligencer:

"Do you enter a store and say, 'Give me a can of tomatoes'? What does the dealer hand you? He may lay on the counter a can containing one pound, another holding two pounds, or one holding as much as nine pounds, when you just ask for 'a can'.

"Your grocer knows his 'can' by number, but do you? Here are some of the sizes that common foodstuffs are packed in."

Then Mrs. Frederick follows with a description of the different sized cans. She adds:

"It is economy to purchase canned goods in quantity as there is a reduction in goods bought by the case, or twenty-four cans. Fall is the time to purchase fresh season stuff. It is easy to estimate how many cans of the various products will be used per week, month, or season, and then to make up an order and purchase by the case (two dozen), or at least the dozen. This is not only a money but a time saving plan, as all too frequently unnecessary time is wasted running to the store for a can of this or that."

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